IN THE CLAIMS:

What is claimed is:

1. – 43. (Cancelled)

44. (Currently Amended) A method for choosing a business model to solve a selected business problem, the method comprising:

(a) describing a plurality of computer-evolvable business models, each describing operations of a business for solving said business problem, each having an ability to be in marketplace competition with other computer-evolvable business models for solving the said business problem, and each having an ability to respond to a customer model patronizing it by sending at least one value to the said customer model;

(b) describing a business-model environment comprising a business ecosystem containing said plurality of evolvable business models and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in a marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models;

(c) determining an operational performance of each said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models having an ability to be in marketplace competition with other evolvable business models, and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in the said marketplace in the said business ecosystem, by simulating (i) the said plurality of evolvable business models in the said marketplace, (ii) the said at least one customer model, and (iii) one or more interactions between evolvable business models and customer models in the said marketplace in which at least one of said customer models chooses to patronize at least one of said evolvable business models in the said marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models, and at least one of said patronized evolvable business models responds by sending at least one value to the said at least one customer model in the said marketplace;

(d) generating a next plurality of evolvable business models from the said plurality of evolvable business models by performing an evolutionary method including

(i) for at least one of said evolvable business models, determining said model's fitness based at least in part upon the operational performance of the said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models ~~having an ability to be~~ in competition with other evolvable business models in the said marketplace, and further containing at least one customer model having an ability to choose to patronize one or more of said plurality of evolvable business models in the said marketplace in the said business ecosystem, wherein the said operational performance of the said evolvable business model in the said marketplace is affected by at least one evolvable characteristic of one or more other of the said plurality of evolvable business models in the said marketplace in the said business ecosystem,

(ii) selecting at least one of said evolvable business models based at least in part upon the said at least one model's determined fitness, and

(iii) transforming the at least one selected evolvable business model into new evolvable business models incorporating at least one element of said at least one selected evolvable business model, by applying at least one genetic operator;

(e) repeating steps (c) and (d) at least one time, each said repetition of step (c) simulating the plurality of evolvable business models resulting from the previous repetition of step (d), wherein a presence of evolved business models in the said marketplace in the said business ecosystem in a repetition of steps (c) and (d) changes at least one parameter of the said marketplace such that an unchanged business model would achieve a different operational performance in the said repetition of steps (c) and (d) than in the previous performance of the said steps; and

(f) choosing the business model for solving the selected business problem based at least in part upon the determined fitness of the said business model.

45. (Previously Presented) The method of claim 44, wherein an evolvable business model comprises at least one building block.

46. (Previously Presented) The method of claim 45, wherein the said at least one building block is chosen from a group consisting of:

at least one value proposition building block, each said value proposition building block comprising a description of at least one of: natures of one or more goods or services provided, qualities of the said goods or services provided, customers for said goods and services provided, relations with other business models, and marketing to customers or business models;

at least one operational approach building block, each said operational approach building block comprising a description of at least one of: inputs needed for one or more goods or services provided, technology employed to produce said goods or services provided, and capital and labor needed to produce said goods or services provided; and

at least one revenue mechanism building block, each said revenue mechanism building block comprising a description of at least one of: a margin or an amount per transaction, a margin or an amount per unit time, a margin or an amount per unit volume, a transaction pricing mechanism, a subscription pricing mechanism, a flat rate pricing mechanism, and a membership fee pricing mechanism.

47. (Previously Presented) The method of claim 44, wherein each evolvable business model has associated with it a performance model.

48. (Previously Presented) The method of claim 47, wherein the said performance model comprises a financial model.

49. (Previously Presented) The method of claim 48, wherein the said financial model determines at least one of revenue, profit, market share and market capitalization.

50. (Previously Presented) The method of claim 44, wherein the business ecosystem further comprises at least one supplier model which has the ability to interact with at least one of said plurality of evolvable business models, and wherein determining an operational performance of an evolvable business model further comprises simulating the said at least one supplier model, and one or more interactions between evolvable business models, supplier models and/or customer models.

51. (Previously Presented) The method of claim 44, wherein said at least one genetic operator comprises a cross-over operator which transforms at least two parent evolvable business models into at least one new evolvable business model by combining characteristics of both parent business models into characteristics of the at least one new evolvable business model.

52. (Previously Presented) The method of claim 44, wherein said at least one genetic operator comprises a mutation operator which transforms a parent evolvable business model into a new evolvable business model by modifying a characteristic of the parent business model.

53. (Previously Presented) The method of claim 44, wherein an evolvable business model comprises a description of at least one of inputs to a business, values output from the said business, transformations of inputs into said business to values output from said business at least in part by the use of capital and labor, and at least one pricing model for said business.

54. (Currently Amended) A method for choosing a business model to solve a selected business problem, the method comprising:

(a) describing a plurality of computer-evolvable business models, each describing operations of a business for solving said business problem, each having an ability to be in marketplace competition with other computer-evolvable business models for solving the said business problem, each having an ability to respond to a customer model patronizing it by sending at least one value to the said customer model, each having associated with it a performance model comprising a financial model which has the ability to determine at least one of revenue, profit, market share and market capitalization, and each comprising at least one building block chosen from a group consisting of value proposition building blocks, operational approach building blocks, and revenue mechanism building blocks;

(b) describing a business-model environment comprising a business ecosystem containing said plurality of evolvable business models, further containing at least one supplier model having an ability to interact with at least one of said plurality of evolvable business models, and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in a marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models;

(c) determining an operational performance of each said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models having an ability to be in marketplace competition with other evolvable business models, and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in the said marketplace in the said business ecosystem, by simulating (i) the said plurality of evolvable business models in the said marketplace, (ii) the said at least one supplier model, (iii) the said at least one customer model, and (iv) one or more interactions between evolvable business models, supplier models and/or customer models in the said marketplace, in which at least one of said customer models chooses to patronize at least one of said evolvable business models in the said marketplace in the said business ecosystem, based at least in part upon at least one

evolvable characteristic of the said evolvable business models, and at least one of said patronized evolvable business models responds by sending at least one value to the said at least one customer model in the said marketplace;

(d) generating a next plurality of evolvable business models from the said plurality of evolvable business models by performing an evolutionary method including

(i) for at least one of said evolvable business models, determining said model's fitness based at least in part upon the operational performance of the said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models ~~having an ability to be~~ in competition with other evolvable business models in the said marketplace, and further containing at least one customer model having an ability to choose to patronize one or more of said plurality of evolvable business models in the said marketplace in the said business ecosystem, wherein the said operational performance of the said evolvable business model in the said marketplace is affected by at least one evolvable characteristic of one or more other of the said plurality of evolvable business models in the said marketplace in the said business ecosystem,

(ii) selecting at least one of said evolvable business models based at least in part upon the said at least one model's determined fitness, and

(iii) transforming the at least one selected evolvable business model into new evolvable business models incorporating at least one element of said at least one selected evolvable business model, by applying at least one genetic operator comprising a cross-over operator which transforms at least two parent evolvable business models into at least one new evolvable business model by combining characteristics of both parent business models into characteristics of the at least one new evolvable business model, and/or comprising a mutation operator which transforms a parent evolvable business model into a new evolvable business model by modifying a characteristic of the parent business model;

(e) repeating steps (c) and (d) at least one time, each said repetition of step (c) simulating the plurality of evolvable business models resulting from the previous repetition of step (d), wherein a presence of evolved business models in the said marketplace in the

said business ecosystem in a repetition of steps (c) and (d) changes at least one parameter of the said marketplace such that an unchanged business model would achieve a different operational performance in the said repetition of steps (c) and (d) than in the previous performance of the said steps, and

(f) choosing the business model for solving the selected business problem based at least in part upon the determined fitness of the said business model.

55. (Currently Amended) A computer-readable medium having computer-readable signals stored thereon that define instructions which, as a result of being executed in a computer system having a user interface including a display and an input device, instruct the computer system to perform a method for choosing a business model to solve a selected business problem, the method comprising:

(a) describing a plurality of computer-evolvable business models, each describing operations of a business for solving said business problem, each having an ability to be in marketplace competition with other computer-evolvable business models for solving the said business problem, and each having an ability to respond to a customer model patronizing it by sending at least one value to the said customer model;

(b) describing a business-model environment comprising a business ecosystem containing said plurality of evolvable business models and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in a marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models;

(c) determining an operational performance of each said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models having an ability to be in marketplace competition with other evolvable business models, and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in the said marketplace in the said business ecosystem, by simulating (i) the said plurality of evolvable business

models in the said marketplace, (ii) the said at least one customer model, and (iii) one or more interactions between evolvable business models and customer models in the said marketplace in which at least one of said customer models chooses to patronize at least one of said evolvable business models in the said marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models, and at least one of said patronized evolvable business models responds by sending at least one value to the said at least one customer model in the said marketplace;

(d) generating a next plurality of evolvable business models from the said plurality of evolvable business models by performing an evolutionary method including

(i) for at least one of said evolvable business models, determining said model's fitness based at least in part upon the operational performance of the said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models ~~having an ability to be~~ in competition with other evolvable business models in the said marketplace, and further containing at least one customer model having an ability to choose to patronize one or more of said plurality of evolvable business models in the said marketplace in the said business ecosystem, wherein the said operational performance of the said evolvable business model in the said marketplace is affected by at least one evolvable characteristic of one or more other of the said plurality of evolvable business models in the said marketplace in the said business ecosystem,

(ii) selecting at least one of said evolvable business models based at least in part upon the said at least one model's determined fitness, and

(iii) transforming the at least one selected evolvable business model into new evolvable business models incorporating at least one element of said at least one selected evolvable business model, by applying at least one genetic operator;

(e) repeating steps (c) and (d) at least one time, each said repetition of step (c) simulating the plurality of evolvable business models resulting from the previous repetition of step (d), wherein a presence of evolved business models in the said marketplace in the said business ecosystem in a repetition of steps (c) and (d) changes at least one parameter of

the said marketplace such that an unchanged business model would achieve a different operational performance in the said repetition of steps (c) and (d) than in the previous performance of the said steps; and

(f) choosing the business model for solving the selected business problem based at least in part upon the determined fitness of the said business model.

56. (Previously Presented) A computer-readable medium according to claim 55, wherein an evolvable business model comprises at least one building block.

57. (Previously Presented) A computer-readable medium according to 56, wherein the said at least one building block is chosen from a group consisting of:

at least one value proposition building block, each said value proposition building block comprising a description of at least one of: natures of one or more goods or services provided, qualities of the said goods or services provided, customers for said goods and services provided, relations with other business models, and marketing to customers or business models;

at least one operational approach building block, each said operational approach building block comprising a description of at least one of: inputs needed for one or more goods or services provided, technology employed to produce said goods or services provided, and capital and labor needed to produce said goods or services provided; and

at least one revenue mechanism building block, each said revenue mechanism building block comprising a description of at least one of: a margin or an amount per transaction, a margin or an amount per unit time, a margin or an amount per unit volume, a transaction pricing mechanism, a subscription pricing mechanism, a flat rate pricing mechanism, and a membership fee pricing mechanism.

58. (Previously Presented) A computer-readable medium according to claim 55, wherein each evolvable business model has associated with it a performance model.

59. (Previously Presented) A computer-readable medium according to claim 58, wherein the said performance model comprises a financial model.

60. (Previously Presented) A computer-readable medium according to claim 59, wherein the said financial model determines at least one of revenue, profit, market share and market capitalization.

61. (Previously Presented) A computer-readable medium according to claim 55, wherein the business ecosystem further comprises at least one supplier model which has the ability to interact with at least one of said plurality of evolvable business models, and wherein determining an operational performance of an evolvable business model further comprises simulating the said at least one supplier model, and one or more interactions between evolvable business models, supplier models and/or customer models.

62. (Previously Presented) A computer-readable medium according to claim 55, wherein said at least one genetic operator comprises a cross-over operator which transforms at least two parent evolvable business models into at least one new evolvable business model by combining characteristics of both parent business models into characteristics of the at least one new evolvable business model.

63. (Previously Presented) A computer-readable medium according to claim 55, wherein said at least one genetic operator comprises a mutation operator which transforms a parent evolvable business model into a new evolvable business model by modifying a characteristic of the parent business model.

64. (Previously Presented) A computer-readable medium according to claim 55, wherein an evolvable business model comprises a description of at least one of inputs to a business, values output from the said business, transformations of inputs into said business to values output from said business at least in part by the use of capital and labor, and at least one pricing model for said business.

65. (Currently Amended) A computer-readable medium having computer-readable signals stored thereon that define instructions which, as a result of being executed in a computer system having a user interface including a display and an input device, instruct the computer system to perform a method for choosing a business model to solve a selected business problem, the method comprising:

(a) describing a plurality of computer-evolvable business models, each describing operations of a business for solving said business problem, each having an ability to be in marketplace competition with other computer-evolvable business models for solving the said business problem, each having an ability to respond to a customer model patronizing it by sending at least one value to the said customer model, each having associated with it a performance model comprising a financial model which has the ability to determine at least one of revenue, profit, market share and market capitalization, and each comprising at least one building block chosen from a group consisting of value proposition building blocks, operational approach building blocks, and revenue mechanism building blocks;

(b) describing a business-model environment comprising a business ecosystem containing said plurality of evolvable business models, further containing at least one supplier model having an ability to interact with at least one of said plurality of evolvable business models, and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in a marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models;

(c) determining an operational performance of each said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models having an ability to be in marketplace competition with other evolvable business models, and further containing at least one customer model having an ability to choose to patronize one or more of said evolvable business models in the said marketplace in the said business ecosystem, by simulating (i) the said plurality of evolvable business models in the said marketplace, (ii) the said at least one supplier model, (iii) the said at least one customer model, and (iv) one or more interactions between evolvable business models, supplier models and/or customer models in the said marketplace, in which at least one of said customer models chooses to patronize at least one of said evolvable business models in the said marketplace in the said business ecosystem, based at least in part upon at least one evolvable characteristic of the said evolvable business models, and at least one of said patronized evolvable business models responds by sending at least one value to the said at least one customer model in the said marketplace;

(d) generating a next plurality of evolvable business models from the said plurality of evolvable business models by performing an evolutionary method including

(i) for at least one of said evolvable business models, determining said model's fitness based at least in part upon the operational performance of the said evolvable business model in the said marketplace in the said business ecosystem containing said plurality of evolvable business models ~~having an ability to be~~ in competition with other evolvable business models in the said marketplace, and further containing at least one customer model having an ability to choose to patronize one or more of said plurality of evolvable business models in the said marketplace in the said business ecosystem, wherein the said operational performance of the said evolvable business model in the said marketplace is affected by at least one evolvable characteristic of one or more other of the said plurality of evolvable business models in the said marketplace in the said business ecosystem,

(ii) selecting at least one of said evolvable business models based at least in part upon the said at least one model's determined fitness, and

(iii) transforming the at least one selected evolvable business model into new evolvable business models incorporating at least one element of said at least one selected evolvable business model, by applying at least one genetic operator comprising a cross-over operator which transforms at least two parent evolvable business models into at least one new evolvable business model by combining characteristics of both parent business models into characteristics of the at least one new evolvable business model, and/or comprising a mutation operator which transforms a parent evolvable business model into a new evolvable business model by modifying a characteristic of the parent business model;

(e) repeating steps (c) and (d) at least one time, each said repetition of step (c) simulating the plurality of evolvable business models resulting from the previous repetition of step (d), wherein a presence of evolved business models in the said marketplace in the said business ecosystem in a repetition of steps (c) and (d) changes at least one parameter of the said marketplace such that an unchanged business model would achieve a different operational performance in the said repetition of steps (c) and (d) than in the previous performance of the said steps, and

(f) choosing the business model for solving the selected business problem based at least in part upon the determined fitness of the said business model.